

RESOLUTION NO. 2012-143

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR  
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING  
PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report as required by Streets and Highways Code §36533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes September 19, 2012, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2013 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: August 15, 2012

I hereby certify that Resolution No. 2012-143 was passed and adopted by the Lodi City Council in a regular meeting held August 15, 2012, by the following vote:

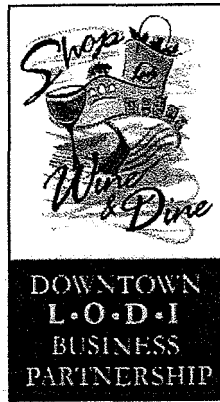
AYES: COUNCIL MEMBERS – Hansen, Johnson, Katzakian, Nakanishi, and Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk



# DOWNTOWN LODI BUSINESS PARTNERSHIP **2012 ANNUAL REPORT**

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## **B.I.D. INFORMATION**

- California Streets and Highway Code Requirements
- Articles of Incorporation
- Benefit Fee Schedule
- Map of Zoned Business Improvement District
- Mission Statement

## **BUDGET & FINANCIALS**

- Funding & Expense Flow Chart
- 2012 Proposed Budget
- 2011 Balance Sheet
- 2011 Profit & Loss Statement
- 2012 2<sup>nd</sup> Quarter Balance Sheet
- 2012 2<sup>nd</sup> Quarter Profit & Loss Statement

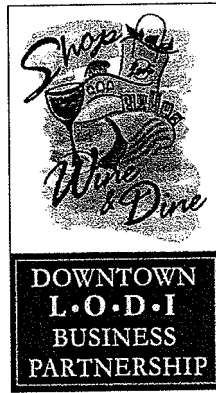
## **DOWNTOWN EVENTS**

- 2012 & 2013 Calendar of Events
- Event Highlights

## **DOWNTOWN MARKETING & CAMPAIGNS**

- Marketing Activities and Plans
- DLBP Marketing Material

*Prepared by Jaime Watts, Executive Director*



August 1, 2012

Mr. Rad Bartlam, City Manager  
City of Lodi  
221 W. Pine Street  
Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

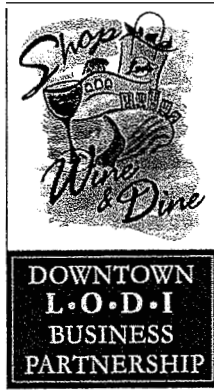
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you an electronic file of the report.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director  
Downtown Lodi Business Partnership



## 2012 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2012 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309  
ENDORSED  
FILED

in the office of the Secretary of State  
of the State of California

MAR 31 1998

*Bill Jones*  
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation)

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law,

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

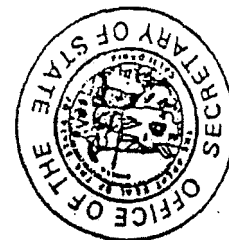
Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

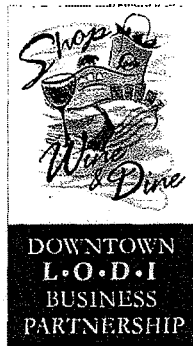
Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501(c)(5) of the Internal Revenue Code of 1954.

Dated: March 31, 1993

*Ronald M. Beckman*  
\_\_\_\_\_  
Ronald M. Beckman, Incorporator





## DOWNTOWN LODT BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants *	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

### BUSINESS TYPE DEFINITIONS:

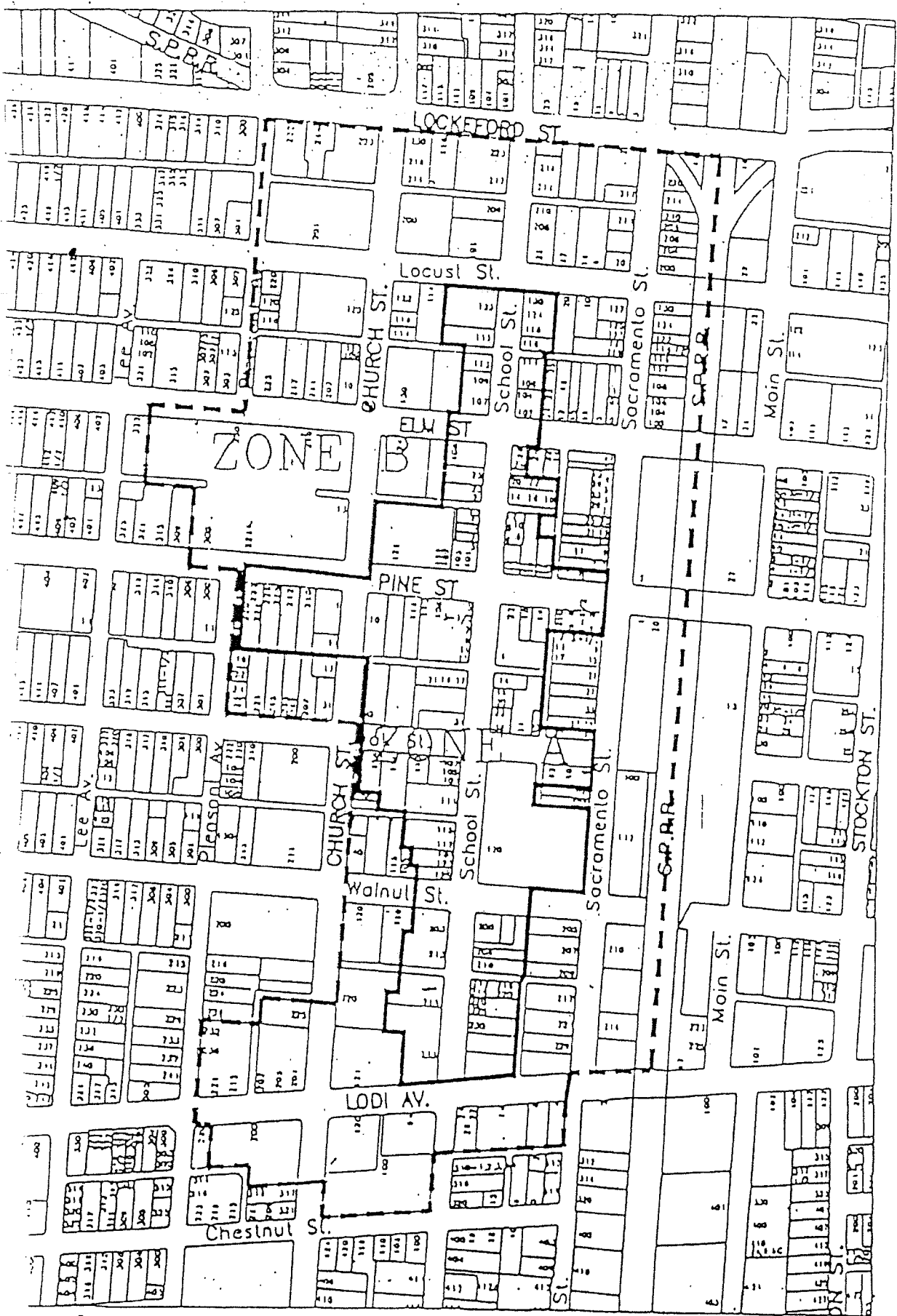
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

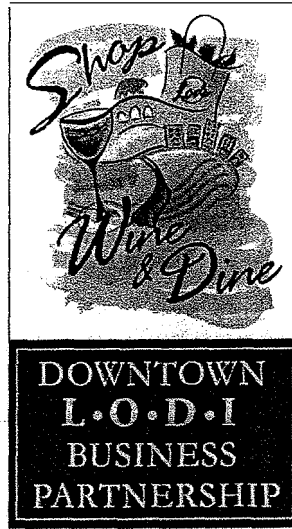
**Service Businesses** – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

**Financial Institutions** – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership  
4 West Pine Street, Lodi, California 95240  
209.369.8052 phone 209.369.8053 fax  
mnv.downtownlodi.com





## MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)



**DLBP  
Member  
Assessments**  
(approx \$40,000)

**City of Lodi  
Annual  
Funding**  
(approx \$24,225)

**DLBP  
Revenue  
Generating  
Activities**



**DOWNTOWN  
L.O.D.I.  
BUSINESS  
PARTNERSHIP**

**Administration**

**Marketing**

**Events**

**Beautification**

# **Downtown Lodi Business Partnership**

## **Proposed Budget**

*January 1, 2012 through December 31, 2012*

### **Income**

Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	101000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	<u>0.00</u>
<b>Total Income</b>	<b>176,725.00</b>

### **Expenses**

Administrative	
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	10000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	8000
Passport Promotions	120.00
Miscellaneous Events & Sales	<u>0.00</u>
<b>Total Expenses</b>	<b>176,725.00</b>

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05/14/12  
Cash Basis

**Downtown Lodi Business Partnership**  
**Balance Sheet**  
**As of December 31, 2011**

	Dec 31, 11
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	77.14
Farmers & Merchants Bank	139.86
Petty Cash	124.69
Total Checking/Savings	341.69
Accounts Receivable	
Accounts Receivable	-140.00
Total Accounts Receivable	-140.00
Total Current Assets	201.69
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	5,687.34
TOTAL ASSETS	<u>5,889.03</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	1,474.72
Net Income	4,414.31
Total Equity	5,889.03
TOTAL LIABILITIES & EQUITY	<u>5,889.03</u>

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05/14/12  
Cash Basis

# Downtown Lodi Business Partnership

## Profit & Loss

January through December 2011

	Jan • Dec 11
Ordinary Income/Expense	
Income	
Member Assessment Fees	42,307.00
City of Lodi Funds	19,240.00
Event Revenue	
Advertising & Promotion Revenue	1,325.77
Beverage Sales	49,673.47
Parade Entry Fees	8,168.00
Sponsorship	19,400.00
Vendor Fee	34,837.41
Other Income	4,641.00
Total Event Revenue	118,045.65
TNT Fireworks	37,146.49
Return Check Charge	621.00
Friends of Downtown	250.00
Other Income	1,512.67
Total Income	219,122.81
Expense	
Administrative Expenses	
Bank Service Charges	
Merchant Fees	1,631.68
Bank Service Charges - Other	417.44
Total Bank Service Charges	2,049.12
Contract Labor	10,382.50
Dues and Subscriptions	202.00
Equipment Lease	5,096.30
Insurance-D & O and State Fund	672.00
Insurance - Events Liability	7,121.52
Interest	37.46
Licenses & Permits	50.00
Office Maintenance & Repairs	969.37
Office Supplies	3,749.82
Payroll Expenses	
Director's Wages	42,635.58
Payroll Taxes	10,978.35
Cell Phone	1,725.00
Mileage & Meetings	1,725.00
Director's Event Commission	7,637.43
Total Payroll Expenses	64,701.36
Postage	487.21
Professional Fees	
Accounting/Payroll Fees	1,914.00
Total Professional Fees	1,914.00
Rent	
Office	5,460.00
Storage	715.00
Rent - Other	0.00
Total Rent	6,175.00
Security	655.00
Sponsorship Sales Commission	2,570.00
Telephone/Internet	2,938.23
Total Administrative Expenses	109,770.89
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	297.97
Advertising & Promotions - Other	349.00
Total Advertising & Promotions	646.97

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05/14/12  
Cash Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
January through December 2011

	Jan - Dec 11
Public Realtions	496.77
Seminars & Marketing Campaigns	139.00
Website	1,507.24
Total Marketing Expenses	2,789.98
Membership	
Plaques & Trophies	321.26
Postage and Delivery	309.84
Quarterly Mixers	130.59
Total Membership	761.69
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	45,643.99
Entertainment	6,750.00
Equipment Rental	415.32
Labor/Repairs	7,918.74
License/Permits/Inspection	3,684.55
Location Rent	1,450.00
Lodi Public Safety Surcharge	1,218.75
Postage & Delivery	10.95
Marketing / Promotions	674.00
Sales Tax	2,919.00
Signage	3,070.89
Sanitation	5,106.01
Supplies	2,276.46
TNT Fireworks	18,468.78
Total Event Expenses	99,687.15
Total Expense	214,708.50
Net Ordinary Income	4,414.31
Net Income	4,414.31

**Downtown Lodi Business Partnership**  
**Balance Sheet**  
**As of June 30,2012**

Cash Basis

	<u>Jun 30, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Farmers Savings	47.14
Farmers & Merchants Bank	16,824.75
Petty Cash	173.69
<b>Total Checking/Savings</b>	<u>17,045.58</u>
Accounts <del>Receivable</del>	
Accounts Receivable	-140.00
<b>Total Accounts Receivable</b>	<u>-140.00</u>
<b>Total Current Assets</b>	16,905.58
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
<b>Total Fixed Assets</b>	<u>5,687.34</u>
<b>TOTAL ASSETS</b>	<b><u>22,592.92</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-10.30
<b>Total Accounts Payable</b>	<u>-10.30</u>
Other Current Liabilities	
Payroll Liabilities	
Withhold from Employees	502.35
<b>Total Payroll Liabilities</b>	<u>502.35</u>
<b>Total Other Current Liabilities</b>	<u>502.35</u>
<b>Total Current Liabilities</b>	<u>492.05</u>
<b>Total Liabilities</b>	492.05
Equity	
Retained <del>Earnings</del>	3,756.82
Net Income	18,344.05
<b>Total Equity</b>	<u>22,100.87</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>22,592.92</u></b>

# Downtown Lodi Business Partnership Profit & Loss

January through June 2012

Cash Basis

	Jan - Jun 12
Ordinary Income/Expense	
Income	
Member Assessment Fees	38,331.00
City of Lodi Funds	12,115.00
Event Revenue	
Sponsorship	15,000.00
Vendor Fee	32,935.00
Other Income	2,120.00
Total Event Revenue	50,055.00
Total Income	100,501.00
Expense	
Administrative Expenses	
Bank Service Charges	
Bank Fees	62.00
Merchant Fees	767.28
Total Bank Service Charges	829.28
Contract Labor	7,135.00
Dues and Subscriptions	215.00
Equipment Lease	3,482.19
Insurance-D & O and State Fund	1,382.00
insurance - Events Liability	4,490.00
Office Maintenance & Repairs	480.48
Office Supplies	2,540.97
Payroll Expenses	
Director's Wages	23,786.52
Payroll Taxes	2,630.55
Cell Phone	900.00
Mileage & Meetings	900.00
Director's Vacation	2,652.92
Director's Event Commission	6,313.61
Total Payroll Expenses	37,183.60
Postage	394.30
Professional Fees	
Accounting/Payroll Fees	1,075.00
Total Professional Fees	1,075.00
Rent	
Office	3,780.00
Storage	455.00
Total Rent	4,235.00
Security	340.00
Sponsorship Sales Commission	2,050.00
Telephone/Internet	1,306.34
Total Administrative Expenses	67,139.16
Prior Years Taxes	3,937.80
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	129.14
Advertising & Promotions • Other	50.00
Total Advertising & Promotions	179.14
Mileage & Meetings	15.60
Public Relations	455.29
Seminars & Marketing Campaigns	75.84
Website	286.50
Total Marketing Expenses	1,012.37
Revitalization	
Downtown Beautification	
Labor/Repairs	250.00

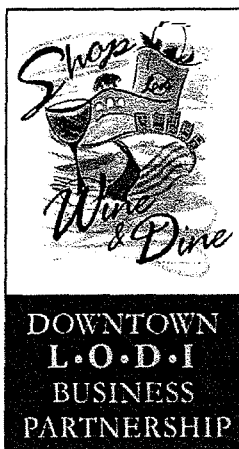


**Downtown Lodi Business Partnership  
Profit & Loss**

Cash Basis

January through June 2012

	<u>Jan - Jun 12</u>
Downtown Beautification- Other	549.20
Total Downtown Beautification	799.20
Kiosk Update	515.00
Total Revitalization	1,314.20
Event Expenses	
Entertainment	1,200.00
Equipment Rental	655.00
Labor/Repairs	2,437.24
License/Permits/Inspection	710.56
Refunds	150.00
Signage	2,150.00
Sanitation	1,361.91
Supplies	88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	<u>18,344.05</u>



## 2012 Calendar of Events

**Valentine's Day Promotion**  
"Couples Passport to Downtown Lover's Lane"  
Saturday, February 11<sup>th</sup>

**Downtown Farmers Market**  
Every Thursday beginning  
June 7<sup>th</sup> through September 27<sup>th</sup>

**7<sup>th</sup> Annual "Stuck in Lodi" Car Show**  
Saturday, August 4<sup>th</sup>

**4<sup>th</sup> Annual Fall Flavor Fest**  
"The Best of Downtown's Night Life"  
Saturday, October 13<sup>th</sup>

**Downtown Trick-or-Treat & Festival**  
Saturday, October 27<sup>th</sup>

**17<sup>th</sup> Annual Parade of Lights**  
Thursday, December 6<sup>th</sup>

**Downtown Winterfest**  
Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, dates tba

## 2013 Calendar of Events

**Valentine's Day Promotion**  
"Couples Passport to Downtown Lover's Lane"  
Saturday, February 9<sup>th</sup>

**Downtown Farmers Market**  
Every Thursday beginning  
June 6<sup>th</sup> through September 26<sup>th</sup>

**8<sup>th</sup> Annual "Stuck in Lodi" Car Show**  
Saturday, August 3<sup>rd</sup>

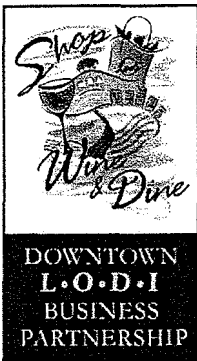
**5<sup>th</sup> Annual Full Flavor Fest**  
"The Best of Downtown's Night Life"  
Saturday, October 12<sup>th</sup>

**Downtown Trick-or-Treat & Festival**  
Saturday, October 26<sup>th</sup>

**18<sup>th</sup> Annual Parade of Lights**  
Thursday, December 5<sup>th</sup>

**Downtown Winterfest**  
Horse Drawn Carriage Rides & Holiday Festivities  
Saturdays, dates tba

Visit [www.downtownlodi.com](http://www.downtownlodi.com)  
for detailed event descriptions and more information



## 2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that **best** meets your organization's goals or all three programs at a discounted price!



### Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to [jaime@downtownlodi.com](mailto:jaime@downtownlodi.com). Your banner will be guaranteed a prime location downtown until March 2013. Advertise your business & support downtown!

- |   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> New Sponsorship<br>DLBP Member<br>\$250 year   | <input type="checkbox"/> New Sponsorship<br>Non-Member<br>\$300 year | <input type="checkbox"/> Renewal<br>DLBP Member<br>\$200 year | <input type="checkbox"/> Renewal<br>Non-Member<br>\$250 year |
| <input type="checkbox"/> <b>Yes!</b> Add my full color logo on both sides of my banner for an additional \$40 |  |   |  |

### www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on [www.downtownlodi.com](http://www.downtownlodi.com). The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

### Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to [www.downtownlodi.com](http://www.downtownlodi.com). If you are a DLBP member, your page will be linked to your business listing under your category, if **you** are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

#### Menu for DLBP Members

- |   |                              |
|---|------------------------------|
| <input type="checkbox"/> Banner Program | \$ _____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$50 for 6 months            |
| <input type="checkbox"/> WebAd Design   | \$25                         |
| <input type="checkbox"/> Website Page   | \$40                         |

#### Bundle Package for all 3 Programs!

**Only \$345 A Savings of \$60!**

Includes Full Color Banner Attachment & Web Ad Design

#### Menu for Non-DLBP Members

- |   |                              |
|---|------------------------------|
| <input type="checkbox"/> Banner Program | \$ _____ (Amount from above) |
| <input type="checkbox"/> Website Ad     | \$75 for 6 months            |
| <input type="checkbox"/> WebAd Design   | \$25                         |
| <input type="checkbox"/> Website Page   | \$50                         |

#### Bundle Package for all 3 Programs!

**Only \$430 A Savings of \$60!**

Includes Full Color Banner Attachment & Web Ad Design

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_

Comments/Location Request: \_\_\_\_\_

Return application & payment to DLBP, P.O. Box 1565, Lodi, CA 95241 or call (209) 369-8052 for more information